

Catherine Robson

Louise Marsland chats to Habari's Catherine Robson in our regular [NewsMaker] series...



By Louise Marsland^{29 Oct 2014}



ABOUT CATHERINE ROBSON

Catherine Robson is new Habari Media business manager. She is responsible for managing the 'Group M' account (MEC, Mindshare, Mediacom); and the sales and media placements on the platforms that Habari sells on, including LinkedIn, BBC, All4Women, eNCA and e.tv, and ESPN.

Q: What is at the top of your to-do list?

A: A mantra rather than an action: focus, then conquer

Q: What is your creative focus right now?

A: I have discovered a new found passion for content and native strategy, and how brands and clients can be clever in tapping into these opportunities creatively.

Q: Most important attribute needed to do your job?

A: Strong people and relationship building skills, as well as resilience.

Q: What is the most important part of client relationships to note?

A: Listen! For me, sales is not about imposing something on your clients. It's about listening to your agencies, listening to the needs of their clients and the brands they representing, and making sure that understanding is translated into the relevant solution.

Q: The biggest trend to note in your industry?

A: Native, Content and Video are of course the big ones. With the rise of DSP's and Real Time Bidding, digital sales offerings need to go beyond banner offerings. As mentioned earlier, content is something I have become very passionate about, brand alignment with content as well as tapping into native advertising is key in having an authentic impact on their perceptions of brands.

Q: How will you make an impact?

A: I am adamant that the road to my fame and millions will be some kind of life changing app sometime in the future (not that I possess any kind of techy skills), but I like to dream. Short term, I want to add value to my agencies and their clients, and not be just another sales person. I have gained experience within the digital creative agency side, and coming back into digital sales, I can already see the impact that this has had on my understanding of the industry and my clients

Q: What inspires you?

A: Self-starters. I have a very entrepreneurial spirit and derive inspiration from those who are not scared to take those risks.

Q: What are you currently reading for work?

A: *Lessons from the Boot of a Car* by Reg Lascaris

Q: Tell us something about yourself not generally known?

A: I have a slight MasterChef addiction

Q: What do you do for fun?

A: I am an avid mountain biker and triathlete, so that is my happy place and where most of my fun is had.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: Advantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: www.sourceagency.co.za.
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